

RVS PROGRESS SNAPSHOT 1 JAN- 30 JUN 2021 YORKE PENINSULA

REGIONAL PRIORITY

Yorke Peninsula's priority is to increase visitor expenditure and dispersal from intrastate and interstate self-drive markets. Developing new and promoting existing experiences that showcase the region's coastal lifestyle, wildlife and nature will be key. For more details refer to 2025 RVS at tourism.sa.gov.au



ATDW LEADS TO BUSINESSES

104,552

VIA SOUTH AUSTRALIA.COM



DAY TRIPS

608K



NIGHTS

2.1M



OVERNIGHT

616K



NEW PRODUCTS/EXPERIENCES

3



NEW TOURISM SIGNS

15

EMPLOYMENT



1,600
DIRECT
JOBS

600
INDIRECT
JOBS

1 IN 10
JOBS SUPPORTED
BY TOURISM

400
TOURISM
BUSINESSES

2025 TARGET

2021 ACTUAL

\$289M

\$238M

SATC GREAT STATE VOUCHERS (1-4)



31

NUMBER OF TOURISM
BUSINESSES

1151

NUMBER OF
BOOKINGS

SATC TOURISM INDUSTRY DEVELOPMENT FUND



1

SUCCESSFUL
PROJECTS

\$364,500

FUNDING
AMOUNT

\$1,215,000

TOTAL PROJECT
VALUE

REGIONAL EVENTS



25+

NUMBER OF
EVENTS

1

FUNDED
EVENTS

\$10,000

SATC
FUNDING

ACCOMMODATION



7

NEW
ROOMS

0

REFURBISHED
ROOMS

1,668

TOTAL
ROOMS

73%**

OCCUPANCY

SOURCES: NATIONAL VISITOR SURVEY, TOURISM RESEARCH AUSTRALIA MARCH 2021, STR GLOBAL, AUSTRALIAN TOURISM DATA WAREHOUSE, AUSTRALIAN BUREAU OF STATISTICS * DATA CAPTURED FOR 'VISITS', 'NIGHTS', AND 'EXPENDITURE' IS YOY MARCH 2020 / MARCH 2021 † EVENTS ON AVERAGE OVER 6 MONTH PERIOD** ON AVERAGE



SOUTH AUSTRALIAN
REGIONAL
VISITOR STRATEGY